

City of Madison Traffic Calming Subcommittee (TCS) Priority Recommendations March 16, 2021

Creation of the New Program - Safe Streets Madison

TCS recommends that the following existing programs and projects be consolidated into a single new program called Safe Streets Madison (SSM). It is also recommended that budget accounts and/or funding for these existing programs and projects be consolidated into available funding for SSM.

- Neighborhood Traffic Management Program
- Pedestrian Bicycle Enhancement Program
- Safe Routes to School Program
- Vision Zero Projects
- ~~New projects (under the Bikeway and Sidewalk Programs)~~
- ~~New streetlights (under Street Light Installation)~~
- ~~New traffic signals (under Traffic Signal Installation — Traffic Signal Priority List Process)~~

Program Priorities

TCS recommends that SSM align its priorities with other ongoing initiatives such as Complete Streets, Vision Zero, and the Metro Transit Network Redesign Study. In addition, TCS recommends that the majority of SSM program resources be focused on projects that directly meet the program's two key priorities:

- Implement traffic safety measures in a fair and equitable manner to eliminate traffic deaths and serious injuries on city streets.
 - Data from the High Injury Network (HIN) would be used to determine where safety improvements should be made.
 - Improved traffic safety would also help foster walking, biking and transit in the city.
- Improving connectivity by closing gaps in the city's pedestrian bicycle (ped/bike) network to ensure that it is accessible for all ages and abilities.
 - Enhancing the ped/bike network will encourage and facilitate walking, biking and transit and it will improve safety for vulnerable users by creating a low-stress network.

TCS recommends that the SSM program be implemented in a way that equitably distributes resources based on the program's safety and connectivity priorities and meets all ages and abilities criteria. **TCS also recommends that SSM program staff should be proactive in community engagement; and that the City should be fair and transparent in all elements of the SSM program.**

TCS recommends that all projects for the purpose of improving traffic safety or improving connectivity by closing gaps in the ped/bike network be reviewed, prioritized, evaluated and decided through the new SSM program **(including but not limited to new projects under the Bikeway and Sidewalk Programs, new streetlights, new traffic signals, etc.).**

TCS also recommends that the city prioritize street reconstruction in areas of the city which have safety issues (as determined by using data from the HIN) and/or have gaps in the ped/bike network, **reducing the current emphasis on pavement condition.** In addition, when streets are considered for reconstruction for non-safety reasons, the city should proactively consider the need for traffic calming and filling gaps in the ped/bike network.

TCS also recommends that requests for traffic calming continue to be accommodated through current channels, but that staff take a proactive look at crash data and the ped/bike network, prioritizing those sources of projects. TCS feels that previous programs largely focused on local streets and did not necessarily address

safety and connectivity issues. Resident complaints should not be the primary driver of project priorities. TCS recommends that SSM program staff proactively engage with the Neighborhood Resource Teams and other neighborhood contacts, in order to help identify areas where there are serious traffic safety concerns, where residents do not feel safe walking and/or biking, and gaps in the low stress all ages and abilities ped/bike network.

Evaluating Requests

TCS recommends that some prescreening be done to determine if the project would meet program priorities. It should also be determined if the request could be included in a planned upcoming project; and if so, it would be more efficient to defer that request and address the issues in conjunction with the planned project. Impacted residents should be surveyed/petitioned for certain projects where the residents will need to support it financially.

When evaluating requests, TCS recommends the following:

- Funding projects to improve safety in areas most impacted by injuries and fatalities, as determined by data from the HIN.
- Funding projects which help fill gaps in the ped/bike network, with the ultimate goal of creating low stress facilities that meet the needs of people of ages and abilities.
- When funding projects, consider environmental justice and social vulnerability factors.
- View traffic safety and ped/bike connectivity/enhancements from a broader perspective (i.e., not block by block) and consider the impact on all modes of transportation
- Holding back a percentage of available funding for other smaller requests which could be easily addressed (as filtered through the alders).
- Using data and ranking projects based on evaluation ranking criteria related to safety, connectivity and equity (draft evaluation ranking spreadsheet is attached as Exhibit A).

Expectations around how much a request gets evaluated TCS recommends that SSM program staff use data from the HIN and other sources to create an evaluation ranking spreadsheet which recommends prioritization of potential projects to address serious traffic safety concerns, pedestrian network gaps and issues, and bicycle network gaps and issues (draft evaluation ranking spreadsheet is attached as Exhibit A).

Determining Solutions/Interventions

TCS recommends building a toolbox of best practices using NACTO guidance (including solutions not currently typically used), with best practices reviewed and updated periodically. All options for solutions/interventions should be considered. As is current practice, different levels of problem solving would be utilized (i.e. full street reconstruction versus smaller easily-resolved issues, pilot, testing, iterative approach). TCS recommended strategies for traffic calming on both busy streets and quieter streets are summarized on Exhibit B.

TCS recommends that Transportation Commission (TC) review and approval be required for requests made through the new SSM program. TC should consider all program priorities and evaluation criteria when making decisions regarding project prioritization and funding. TC should consider requests under the SSM program at least annually, and more frequently if required. Construction contract timing constraints should be considered when scheduling TC review and approval.

Connecting Residents with SSM

TCS recommends using the existing CityWorks program to track SSM requests and display SSM requests to residents on the city's website. Staff would use Excel (or another appropriate program) to provide data and details on evaluation criteria for decision-making.

Current sources will continue to be allowed for requests (i.e., phone calls, emails, alders, staff, events, neighborhood meetings, Neighborhood Resource Teams, community organizations, visual observation, etc.). TCS recommends that SSM staff initiate proactive engagement with community residents, using strategies for connecting with residents which recognize that not all residents have equal access to technology, equal knowledge of City programs/processes, or equal access to City staff/boards/committees/commission. SSM program staff will be transparent in all aspects of the program, so residents can understand current program priorities and the decision making process.

Implementation of SSM

TCS recommends that the city continue with the existing programs in 2021, but adopt SSM program priorities in project selection for the 2021 construction season. Full implementation of the new program is recommended for 2022. In order to meet this implementation goal, the new SSM program should be in place, introduced to the community and updated on the City's website by August of 2021.

TCS recommends a public education initiative and appropriate city website updates to introduce the new SSM program. Staff would work with alders to help facilitate communication with residents about transition to the new program.

TCS also recommends ~~formation of a Joint TC/TPPB Implementation Subcommittee~~ to that the TC (or a subcommittee of the TC) advise staff in an oversight role during the implementation process.

TCS also recommends periodic review and assessment to evaluate the need for any enhancements to the SSM program.

Post Implementation Monitoring & Evaluating

TCS also recommends that staff evaluate the effectiveness of individual interventions after project completion (on a targeted basis)

Areas for Further Investigation

TCS recommends that the City further investigate the following:

- TCS recommends/supports a citywide reduction in speed limit on residential streets from 25 MPH to 20 MPH in Madison.
- TCS recommends Madison's Emergency Services prepare and provide a map of commonly used EMS routes, classifying these routes as either major or minor routes.
- How to best address areas with traffic safety issues and gaps in the ped/bike network which are located in split jurisdictions.
- Consideration of transitioning to smaller fire equipment for the fleet.
- Complete Streets Standards for new construction.
- Reevaluation of turning templates.
- Reevaluation of where traffic enforcement should be focused in Madison.
- Use of automated enforcement in Madison.